

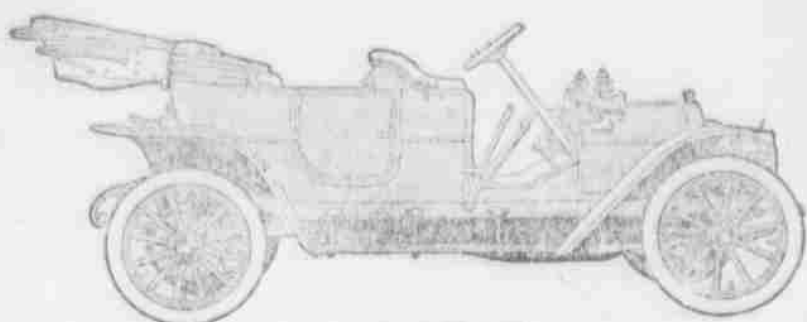
GARAGE AND AUTOMOBILE NEWS

SCHUMAN GARAGE EXPECTING LATEST CARS

The Schuman Carriage Company are still awaiting the arrival of new cars. More than usual interest is felt in the new Locomobile, with its numerous improvements for this year. A number of replacements added will ensure for this superb machine a most cordial welcome in the islands.

Mitchell is a splendid medium-priced machine, and has given complete satisfaction wherever sold and used.

The Mitchell started out as a first class service car at a medium price. It is still a first class service car, but at a low price. The aim has been to improve it and yet reduce the cost.



The Popular "Mitchell."

It has already proved its excellence in many ways, and a number of auto enthusiasts are already on the "waiting list" for the new models.

Another lot of the famous Mitchell cars will be due here very shortly, and some of them are being anxiously awaited by intending purchasers. The

and in this particular the manufacturers have succeeded, even beyond their own expectations.

Mr. Schuman expects another shipment of the standard E. M. F. cars in the near future. Many have also been made in this machine for the new season.

MANAGER HALL HAS NEW OF THE HUDSON "33"

Manager Seymour Hall, of the Associated Garage, has received news of the successful launching of the Hudson "33," designed by Howard E. Coffin, the master builder of motor cars; and the Saturday Evening Post of October 8 is found to contain a very complete description of this car. During his years of application to this work Mr. Coffin designed some of the most famous cars on the market. His effort has been to improve the car and reduce the cost at the same time. How well he has succeeded is probably exemplified in the Chalmers-Detroit 40; but his complete triumph is to be found in the new Hudson 33. The Hudson Motor Car Company disappoint the public in their opening announcement, however, by stating that the entire initial output has been sold in advance. Manager Hall is hopeful, nevertheless, of getting in on the ground floor and securing a few of these cars for the islands at an early date.

It is claimed for the new Hudson 33 that it contains fewer parts by 1800 than cars costing under \$2000, which reduces the cost and makes up-keep cheaper. Fewer parts to make, fewer parts to assemble, fewer parts to wear and get out of adjustment make it possible to build a better car and sell it at a lower price. It means also a less cost per mile than a car of more complicated parts and machinery. There has been no sacrifice of power, simplicity, quietness, beauty or sturdiness to obtain cheapness, later on.

The car is the fruit of experience extending over a number of years.

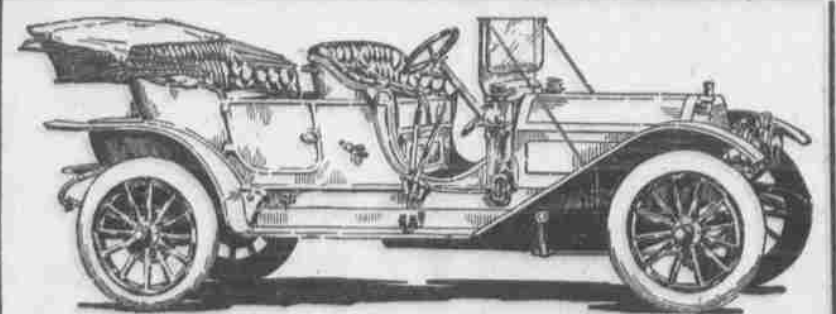
A great future in the islands is confidently expected of the Hudson 33.

The Chalmers continues to be the most talked-of car in its class. While its recent racing achievements on the mainland have served to attract popular attention to this car, it has won an enviable place for itself in the islands by its every-day accomplishments. No car of the size and price has or can have more or truer friends. Just at present the Associated Garage is a little light on cars in stock, but some are on the way and orders are being taken constantly for future delivery.

Elsewhere in this issue will be found some information on the Pierce-Arrow car, the high-class machine carried by the Associated Garage. A shipment of these splendid cars will also arrive here in the near future. As Mr. Hall puts it the Pierce-Arrow is the "Creme de la creme" of motordom.

The Associated Garage is getting its share of the repair and shop work that is now being done in preparation for the winter months. The equipment in this department is most complete and the shop is in the hands of experienced men.

Manager Hall is figuring upon a little surprise for his friends and the auto public for an evening following the arrival of all new models of cars for the Associated. It is too early to say, but there will be some news in regard to it a little later on.



48 hp., 6cyl. Touring Model

Pierce-Arrow

Creme de la Creme of
American Motor Cars

Associated Garage,
Limited
Dealers in Motor Cars

THE FUTURE TRADE PROBLEM OF THE UNITED STATES.

It should be recognized that the natural strength of the United States as an exporter of cereals is very different from her position as an exporter of factory products. It is not hard for a nation which produces a larger part of the grain consumed by cereal-importing countries to keep its trade balance favorable. All nations must eat, and short harvests in the producing country, if its crop is of sufficient proportion to the world's production, will be compensated for by a rise in prices. In the past the United States has had an invincible superiority in grain production because of the vast amount of land suitable for cultivation. No amount of agricultural knowledge, cheap labor or reasonable transportation charges can make one nation possessing very limited areas of grain country become a successful competitor with another nation endowed with great tracts of fertile, cereal-growing soil, although handicapped by high wages, costly freight rates and a low degree of knowledge as to scientific farming. In developing manufactured exports America competes with the advanced nations of Europe upon what is practically an even basis. Commercial credit, widespread knowledge as to foreign markets, cheap transportation, low wages, etc., will be the determining factors in this struggle for trade. Whatever the great areas of fertile, well-watered land one nation may possess, they will count for very little. The problem of the United States in the future is to keep the prices of manufactured articles down to an export basis. As is the case with wheat,

the manufactures must be kept at a price where they will be taken for foreign markets. Once above this export point, American shipments will be little influenced, no matter how high the prices are pushed. No goods will go.—Thomas A. Thatcher, in "The Changing Position of American Trade" in the October number of The North American Review.

EXERCISE AND REST.

What is the relation between exercise and rest? Work is that at which we must continue, whether interesting or not, whether we are tired or not. It used to be thought that the prime requisite of rest was the use of faculties other than those involved in the labor of the day. But there is such a thing as fatigue which goes deeper than daily work. We can work so hard as to become exhausted—too exhausted for any kind of work. Perhaps this is will fatigue. It is coming to be regarded as fundamentally true that rest from such fatigue demands continuity; that, for example, four periods of fifteen minutes each of rest is not the equivalent of one hour's rest; that a man who goes on a vacation and takes half an hour of his business work every day, is doing the same thing as the man who had a horse with a sore back. He kept the saddle on only a few minutes each day, but the sore did not have a chance to heal. Rest periods must be sufficiently consecutive to overcome consecutive fatigue.—Luther H. Gulick, in the October number of the North American Review.

Many CADILLAC sales are made to users who have been accustomed to buying much higher priced cars

You will find, no doubt, that this has repeatedly occurred in the sphere of your own observation. And, in the same connection, other interesting phenomena have manifested themselves which bespeak universal satisfaction.

A Seemingly Contradiction

What could be more significant, for instance, than the seeming contradiction of these two facts:

First, that Cadillac owners almost never change.

Second, that a majority of each year's buyers have never owned a Cadillac before.

This is literally true. If you'll stop and think, can you recall a single Cadillac owner who transferred his allegiance to some other car?

And yet, we know, as we have said, that most of this year's Cadillac buyers have never owned a Cadillac before.

The Explanation

What is the explanation?

The very pleasing one that the Cadillac buyer gets more than a season's use out of his car—that most of last year's Cadillac buyers are driving the same car this year.

Speaking broadly, Cadillac cars do not deteriorate.

If they are sold at the end of a season, they are sold for a high price. If they are exchanged, the exchange is usually generous.

Some Everyday Records of the



NEW YORK—75 Cadillac "Thirty" users drove their "Thirty" cars an aggregate of 298,884 miles at a total expense for mechanical repairs of \$53.21, averaging 71 cents per car for the season.

DAYTON—50 Cadillac owners drove their cars an aggregate of 168,550 miles at a total repair cost of only \$5.71, or an average of but 12 cents per car for the season.

INDIANAPOLIS—66 Cadillac users drove their cars an aggregate of 252,599 miles. Total repair cost, \$71.20, averaging \$1.08 per car.

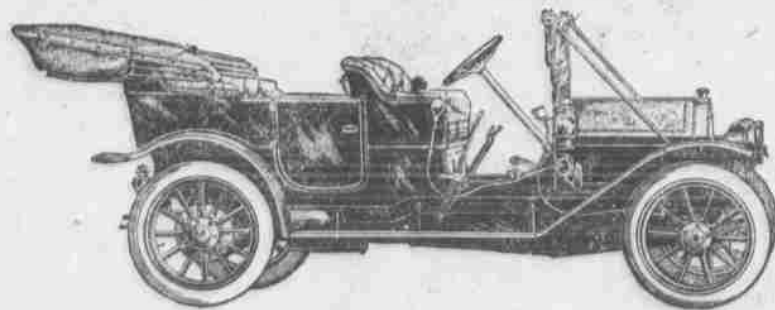
NET TOTAL—191 cars—\$20,062 miles—cost \$130.22. Average cost of 69 cents each or less than 16 cents for each thousand miles.

Last year's Cadillacs are in actual demand this year, in addition to the demand for the 1911 Cadillac. This year's sales will eat up each day's production as fast as completed and shipped. Gather all these facts together and they will spell their own explanation. And that explanation is:

Standardization

The Cadillac does not deteriorate because of the high state of standardization which exists in each part and in the union of all the parts. That is why so many Cadillac owners use their car a second season and a third and a fourth and continuously. That is also why so many who have owned cars of a higher price buy the Cadillac—a case of equal efficiency and greater economy. That, too, is why so large a proportion of new buyers choose the Cadillac. That is why the Cadillac owner

says:—"If I had it to do over again, I would buy a Cadillac." Standardization.—Perfect alignment of all the parts. Consequent removal of friction. The economy that results therefrom. That is the entire story of the success of last year's Cadillac, the Cadillacs of the years before, and the magnificent Cadillac of 1911.



PRICE, \$1,700 f. o. b. Detroit



TOURING CAR, DEMI-TONNEAU AND ROADSTER (Coupe \$2250. Limousine \$3000)

Prices include the following equipment—Bosch magneto and Delco ignition systems. One pair gas lamps and generator. One pair side oil lamps and tail lamp. One horn and set of tools. Pumped repair kit for tires. 60-mile season and trip Standard speedometer, one rail, full foot rail in tonneau and half foot rail in front. Tire holders.

Cadillac Motor Car Company, Detroit, Michigan.

(Licensed under Selden Patent)

von Hamm-Young Co, Ltd.,
Agents